

Farm Families ALIVE & Well

I-CASH | Iowa's Center for
Agricultural Safety and Health
The University of Iowa • Iowa State University
Iowa Department of Agriculture and Land Stewardship
Iowa Department of Public Health • Non-profits for Farm Health

News from Iowa's Center for Agricultural Safety and Health (I-CASH)

I-CASH Featured in UI Mobile Museum

Vol. 21, Issue 3 - June 2015

by Ashlee Johannes, I-CASH Program Assistant

This summer I-CASH will be featured as part of the University of Iowa Mobile Museum. The museum, which will be visiting communities throughout Iowa, offers a variety of exhibits, including a large interactive digital display. The I-CASH digital display will provide information about the Center, and highlight the Youth Grant Program to a statewide audience. I-CASH youth grants are provided to organizations such as FFA and 4-H groups to help fund community

driven outreach programs. Using youth grant projects as examples, this display will educate the general public on current issues in agricultural safety and health, and will promote community level interventions. Five main topic areas will be addressed including livestock, ATV use, tractors, fatigue, and hearing protection. Visit <http://discover.research.uiowa.edu/mobile-museum> for more information, including the dates and locations for the museum.

(Photos courtesy of Cara Hamann)



Director's Message

by Brandi Janssen, PhD

Summer has arrived. As I write this, many school districts are celebrating their final day, most of the corn and soybeans have been planted and some areas of the state are cutting hay. We're gearing up for a productive season at I-CASH as well. The advisory board met in February and again in May to work on the projects outlined in our strategic plan. We will be putting a special emphasis on health and safety among beginning farmers during the upcoming year. In addition, our first ever seasonal campaign kicks off in June; you can read more about that on page two in this issue.

Our summer calendar is also filling up. In June, I'm speaking in Ottumwa about Genetically Modified Organisms (GMOs) as part of the UI's Science Café project and will discuss I-CASH's programming in Carroll as part of the College of Public Health's Business Leadership Initiative. In July, I-CASH will be at the Benton County Kids' Health and Safety Fair to talk about rural roadway safety and sun safety. Later that month, we help host a Practical Farmers of Iowa Field Day in Donnellson, providing a safety tour of an agritourism farm and an opportunity to talk with other farmers about keeping visitors safe while on the farm. In August the UI Mobile Museum will be at the State Fair; stop in and check out the I-CASH display. In November the next MRASH forum will be held in Decorah, IA where we'll celebrate the 25th anniversaries of both I-CASH and our partner here at the University of Iowa, The Great Plains Center for Agricultural Health.

I'm also very pleased to report that we have updated the I-CASH website. It was in need of a visual spruce-up and the results are very nice. Thanks to University of Iowa designer Patti O'Neill and photographer Patti Zwick for their contributions to the fresh new look. We tightened up the domain name too; you can now find us at www.i-cash.org. Here's to a safe and abundant 2015 growing season!



Brandi Janssen
PhD

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On July 19th I-CASH will collaborate with Harvestville Farm in Donnellson, IA to host a Practical Farmers of Iowa (PFI) Field Day focusing on safety for agritourism. Topics include conducting a farm-safety walk-through, farm visitor safety, agritourism and liability, guest parking, emergency plans and safety signs. Visit <http://practicalfarmers.org/news-events/events> for more information.

The Agricultural Medicine Course, sponsored by the Great Plains Center for Agricultural Health, University of Iowa College of Public Health, Carver College of Medicine, College of Nursing, I-CASH, and the Heartland Center for Occupational Health and Safety was held June 8-12 in Iowa City, IA. Participants from several states attended the training, which is designed to enable health and safety professionals with the skills needed to anticipate, recognize, and prevent occupational illnesses and injuries among members of the agricultural community. Course highlights included a site visit to the National Education Center for Agricultural Safety and a tour of Amana Farms. An evening reception with University of Iowa faculty, staff, and students provided an opportunity for networking, and a research poster session. The University of Nebraska Medical Center (UNMC) will host an Agricultural Medicine Course July 14-17, in Omaha, NE. For information on the Agricultural Medicine courses, visit www.public-health.uiowa.edu/gpcab/education/training-opportunities.



Farm Safety For Just Kids has joined forces with several safety groups in an effort to *Make Safe Happen*, a national campaign focused on increased awareness of preventable childhood injuries. The campaign is steered by Nationwide Insurance in hopes of protecting their members and the communities around them. With the help of a Super Bowl ad, the campaign raised public consciousness on the critical issue of protecting America's youth. In addition, a website, a mobile app, and local safety events will help parents and caregivers make their homes a safer place. Shari Burgus, Education Director at Farm Safety For Just Kids serves on the *Make Safe Happen* Advisory Council.



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I-CASH Seasonal Campaign

by Brandi Janssen, PhD

Two key goals that emerged from I-CASH's strategic planning process were to increase the visibility of I-CASH around the state and to improve safety culture on farms. To address those goals, the I-CASH staff and advisory board proposed seasonal campaigns to raise awareness about timely issues throughout the year. The first campaign on sun exposure and heat stress started this month.

The campaign will include visual and audio media throughout the state. Radio PSAs, produced by Learfield Communications, will spread the message that even though farmers can't avoid working outside in the summer, they CAN prevent skin cancer and heat stress. We hope the message that "Farmers CAN" prevent these health concerns will resonate with independent producers. Skin cancer, just like a farm injury, is not an inevitable outcome in agriculture and farmers are the ones most empowered to improve their own health and safety. The PSAs will air throughout the month of June.

The campaign will also include visual media. Sophia Chiu, MD, an occupational medicine resident at UI, created an informational poster about skin cancer prevention. Posters will be displayed at county Farm Service Agency (FSA) offices and at the regional ISU Extension offices. In addition to the posters at Extension offices, farmers can pick up a single-use packet of sunscreen, courtesy of I-CASH. Each packet will have a reminder about sun safety and heat stress prevention consistent with the campaign.

These campaigns provide excellent opportunities for collaboration with our statewide and local partners. We are very pleased to be working with the FSA and ISU Extension as both organizations have high levels of interaction with Iowa's farmers. The advisory board is already planning the next campaigns. In the fall, we will address rural roadway safety and Winter 2015/16 will encourage healthy new year's resolutions for farmers.

Agricultural Youth Grant Recipients Announced

Each year I-CASH designates funds for community grants to youth aimed at the prevention of farm-related injury. This year I-CASH awarded funds to nine farm safety projects.



The O'Brien County Extension and Outreach project included a presentation on Personal Protective Equipment.

- **AGWSR FFA** - FFA members, working with a certified National Safe Tractor and Machinery Operation program instructor, helped to plan and provide a demonstration to youth on safe tractor operation.
- **Cherokee County AGsplorations** - Students in an agriculture career exploratory class offered a SAFE T bingo game with farm safety facts and related prizes during an Ag Safety Day and at the county fair.
- **Delaware County Fair Society** - Maquoketa Valley FFA students worked with the fair society to prepare a livestock safety booklet which will be distributed to farmers and at livestock shows during the fair.
- **Hancock County ISU Extension and Outreach** - 4-H youth planned and implemented a program on poison awareness, usage, and storage on the farm. Their message was transmitted via Facebook, newspaper awareness ads, and school presentations.
- **Liscomb Lively Laborers 4-H Club** - Youth assisted in a presentation on grain bin safety, hosted an information booth and passed out information on the Tug of War with Grain exhibit at the annual Agriculture Education Day.
- **Lone Tree FFA** - High school students interviewed farmers about hazards on the farm and organized a Farm Safety Day for 5th grade students with topics including PTO, tractor, and ATV safety.
- **O'Brien County Extension and Outreach** - Local FFA chapters provided farm safety presentations to 2nd grade students on sun safety; various types of sun safe hats and sunscreen were available.
- **Poweshiek County ISU Extension and Outreach** - 4-H youth created a miniature farm scene with safety recommendations for children to be displayed at the county fair and at elementary school classrooms throughout the county. Smaller versions of the farm scene will be made into board games.
- **Washington County 4-H & Extension** - 4-Hers will assemble and deliver goody bags containing snacks and PPE to area farmers during the busy harvest season this fall.

One project will be selected as the top project, and will receive a cash award at the 2015 Midwest Regional Agricultural Safety and Health (MRASH) meeting in November. For more information on the Youth Grant program visit www.i-cash.org.

calendar

July 14-17

Agricultural Medicine Training

Omaha, NE

www.unmc.edu/publichealth/cscash

July 26-29

American Society of Agricultural and Biological Engineers Annual International Meeting

New Orleans, LA

www.asabemeetings.org

August 4-6

Minnesota Farmfest

Redwood Falls, MN

www.ideaggroup.com/farmfest

August 18-20

Dakotafest

Mitchell, SD

www.ideaggroup.com/dakotafest

September 1-3

Farm Progress Show

Decatur, IL

www.farmprogressshow.com

September 15-17

Husker Harvest Days

Wood River, NE

www.huskerharvestdays.com

September 20-26

National Farm Safety and Health Week

www.necasag.org

October 31-November 4

American Public Health Association Annual Meeting

Chicago, IL

www.apha.org

November 9-11

Midwest Stream Farmworker Health Forum

Albuquerque, NM

www.ncfh.org

November 17-18

Midwest Rural Agricultural Safety and Health Conference (MRASH)

Decorah, IA

www.i-cash.org

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RETURN SERVICE REQUESTED



WORKING TOGETHER For a Safer Tomorrow

2015 Midwest Rural Agricultural Safety & Health Conference

Celebrating the 25th Anniversaries of I-CASH and GPCAH

November 17-18, 2015

Hotel Winneshiek

Decorah, IA

Join Us!

1. **Present a poster or presentation.** Abstracts will be accepted through August 3.
2. **Become a conference Sponsor.** Several sponsorships levels with varying perks.
3. **Attend the conference.** Registration will be available online after October 5.



Visit www.i-cash.org for conference details